**Fin Cap Network Logo**

**Request:** Logo creation for the newly established Financial Capability Network of Central Ohio (FinCap Network)

**About the Network:**

**Purpose Statement:**

To strengthen the capacity of financial service providers to deliver and facilitate access to relevant, engaging, and high quality financial services and products for low and moderate-income individuals.

**Vision:**

Working together to build the financial capability of the Columbus region.

**Collaborative Goals:**

* Provide local/affordable training capability and learning exchanges.
* Build engagement among all organizations that are interested and aligned with our purpose.
* Organizations and staff gain value from participating in the Network.

**Who makes up the Fin Cap Network:**

Nonprofit and community-based organizations, funders, and community members

**Organizational Background:**

This network is a collaborative of nonprofit organizations working together to collectively impact the lives of people that the individual organizations serve. While it does not have a formal nonprofit or organizational status from the perspective of the IRS, it is operating like a nonprofit.

**Logo Direction:**

**Colors:**

Green & Blue. Example of logo we used in our original development of organization is below.



* **Like:** Colors. Clean lines.
* **Dislike:** That “capability” seems separate from “financial network”. Spelling out Financial Capability (vs. using abbreviated Fin Cap). Would potentially like to include a symbol or image rather than just text.

**Network Values (to communicate in logo):**

* Diverse
* Collaborative
* Inclusive
* Growth-oriented
* Trustworthy
* Community-focused